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I think it is important to distinguish the difference between television/radio advertising and internet advertising (adware), since it is evident that certain people deem it comparable. Because of these major differences, internet advertising cannot be afforded the same rights as media advertising yet retain amnesty from the laws that media advertising must follow.

Television/radio commercials leave no trace behind when their 30-60 seconds of air time is up.

Internet advertising (adware) leaves behind a monitoring residue without the user's consent or knowledge in various forms such as a cookie placed on the user's computer, altered registry keys, or even URL search hooks. I have experienced all of this personally.

The major reason that television/radio advertising is widely accepted is because the viewer/listener understands that the marketing tactic does not involve an intrusion of their privacy or property. A television set or radio does not retain any trace of the commercial being aired. Another reason is because the viewer/listener is secure in the knowledge that the content of commercials is strictly governed under guidelines and laws, therefore protecting their family members, especially their children, from being subjected to questionable content or adult material during normal viewing hours. They have the luxury of sitting in front of their television during prime time with their children, knowing that an X rated commercial will not suddenly flash across the screen. They have an unquestionable understanding that they will be left with two choices of their own free will, to either buy the product or not buy it, and nothing more.

Internet advertising bears heed to no such laws. With total disregard to it's possible viewing audience, adware often displays adult content, gambling organizations, and other inappropriate subject matter to any person sitting in front of the computer, be it an adult or child. This form of advertising is not necessarily bestowed on those who visit websites of that nature. One software marketer in particular uses pornographic popups in it's advertising campaign as a scare tactic to entice the user into purchasing their software to rid themselves of just such advertisements as they themselves are displaying, coupled with a browser hijacking and added registry keys that ensure the advertisement won't go away, thus eliminating the user's free will of choice. Internet marketers do not seem content to simply display their advertisements, such as television does. This form of advertising also attempts to leave behind a means of forcing itself upon the user indefinitely by installing cookies or other tracking devices, added registry keys, popup generators, and browser hijackers. Moreover, these installed devices are not easily removed by the average computer user and technical assistance must be sought.

The only way that adware can be compared to television/radio advertising is when it becomes legal for the marketers of Tide Laundry Detergent, Ford Motor Company, or Meow Mix to come into my home without my permission and install a monitoring device on my television set and radio without my consent. I don't mind banner ads or even occasional popups if they remain unintrusive, however, I've yet to find an internet advertisement that didn't try to install at least a cookie onto my computer.

I know of no anti-advertising industry that promotes lies or "fear sales" for profit. The most popular and widely used anti-spyware/anti-adware programs currently available online are free or donation supported. I do, however, know several adware/monitoring software companies and marketers that employ fear tactics to promote their products in the name of profit. I know of several marketing companies that purposely alter the performance of a user's computer, then demand a purchase from the user to gain back control of their machine. Again, I speak from personal experience. And as for reading and accepting EULA's? I was never

presented with one to read or accept. Simply cruising the net on reputable websites was all it took to acquire drive-by downloads.

As far as I'm concerned, any company that wishes to monitor my surfing habits deserves the label of Stalker.